

UNIFORMMARKET NEWS

The 2010 Winners' Circle: Eight Honored with UNIVATOR Awards



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UniformMarket News has named eight winners in its annual UNIVATOR Awards, a program that honors the leading ideas, creations, services and innovators which have influenced the industry over the past year



Winning concepts came from all market segments – law enforcement, public safety, corporate and chef apparel, and medical apparel. Three of the eight companies – White Swan, Elbeco and Clipper Corporation are first time UNIVATOR recipients; the rest are returnees to the winners circle.

In its sixth year, the UNIVATOR Awards place the acclaim and attention where it belongs – with you, the manufacturers, distributors and designers who have time and again proved proactive in thought and accomplishment. By giving your concepts the exposure they deserve, UNIVATOR pays tribute to your achievements, and is an acknowledgement of a job well done. Widely popular and well regarded, the awards, quite simply, are the industry's highest honor

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Eco-Friendly Products – Law Enforcement Perfection Uniforms

Last year, blue became a little bit greener, thanks to Perfection Uniforms.

In spring of 2009, Perfection entered into a partnership with Unifi, the North Carolina manufacturer of 100% recycled yarns, and announced plans to introduce a line of eco-responsible law enforcement uniforms. An entire green initiative began soon thereafter as Perfection switched to using REPREVE® recycled polyester in its MatrixSeries, their best-selling line of poly/cotton blends.

Not all law enforcement departments wear blue uniforms of course, but most are steeped in tradition, and recycled wear isn't exactly a household item in the market. But the concept makes sense. Says Steve Gilkeson, Perfection's executive vice president:

"Environmental stewardship is very compatible with the mission of governmental agencies - and one that taxpayers recognize and appreciate."

The production of goods made from recycled materials like REPREVE®, means reduced energy output and less reliance on crude oil. And by recycling, less waste goes into landfills, which decreases air, land, and water pollution.

"Eco-responsible garments allow taxpayer dollars to be invested toward the dual purpose of supplying necessary uniforms while making an investment in the greater good," notes Gilkeson. "Manufacturing uniforms made from REPREVE® is simply the right thing to do."

It may be the right thing to do, but will selling eco-friendly clothing lead to sales conversion? Can cash-strapped government agencies afford to go green?

As consumers become more environmentally aware, the demand for eco-responsible products has increased, driving down their costs, says Gilkeson. Moreover, many state agencies give preference to recycled products, with California, Maryland and New York leading the way. "With the uproar over government bailouts, the general public is watching to see how its tax dollars are spent," continues Gilkeson. "They want accountability, investment over spending, and that's what eco-responsible uniforms are all about."



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Why we like it: Perfection's eco-friendly line has it all; socially conscious products, a great PR and marketing campaign (the investment over spending argument), and an issue that everyone can feel good about. What's not to like?

Dig beneath the hype, however, and it's the product line that really stands out, and what makes this entry UNIVATOR worthy. The MatrixEco and PinnacleEco lines have retained the superior quality that consumers have long associated with Perfection Uniforms.

Agencies who invest in these garments will continue to enjoy much-loved fabric technologies such as H2Tech, which repels liquids on outside while wicking away moisture on the inside, H2Flex engineered stretch, and H2UltraDye which, unlike conventional vat dye processes, actually pushes the dye through the fabric instead of staining the threads.

The eco-friendly line is a win for the planet, the uniform industry, and Perfection, and we are delighted to honor it with a UNIVATOR.